



Communications & Development Coordinator

This position description is intended to describe the general nature and level of work being performed by people in this category. It is not intended to be an exhaustive list of all responsibilities, duties and skills required of people in these positions.

DEPARTMENT: Communications & Development

REPORTS TO: Communications & Development Lead

CLASSIFICATION: Long-Term Volunteer

POSITION SUMMARY

The Communications & Development Coordinator helps conceptualize, write and design Holden Village publications and online communications in a creative and visually exciting presentation that informs readers, in word, picture, and audio, about activities and opportunities to experience and live into the mission, vision and values of the Village. Applicants should have expertise in two, or more, of the following areas: copywriting and content creation, social media management, photography, videography, website content management, podcast production and graphic design.

MAJOR FUNCTIONS (principal duties and responsibilities; such as categories supported, staff size, volume managed, etc.)

Specific responsibilities include but are not limited to the following:

- Help create and implement communications, marketing, development and outreach strategies and annual schedule for all aspects of Holden Village
- Design graphics and write copy for Village signage, promotional materials, annual reports, development fundraising materials, brochures and flyers as requested and needed
- Produce email and digital material, including: content, editing, photos, layout and design
- Help ensure that Village life and events are recorded and preserved in photos, videos, articles, etc.
- Creatively use social media outlets and other communication vehicles
- Collaborate with the supervisor to understand programming, staffing, and development & outreach needs regarding promotion of retreats, special events, recruitment, etc.
- Record, edit, and publish Holden Village podcasts
- In coordination with the vision of leadership, expand the podcast program in ways that promote creativity, engagement, and a vibrant shared Village life
- Curate stories for, write and design content for various communication channels
- Support programs and special events both in and out of the Village for development and outreach efforts
- Regularly update the website with photos and information about upcoming events, Village news, etc. as well as make updates for other work areas as needed
- Assist with mailings or other marketing efforts to current and potential donors
- Revise and update Position Manual on a regular basis
- Keep orderly files, especially potential public relations and publicity materials

KNOWLEDGE AND SKILLS REQUIREMENTS (position specifications; such as knowledge/education, skills, problem solving/decision making, risk/bottom line results, management responsibility – people and functions)

Specific knowledge and skills include but are not limited to the following:

- Bachelor's degree or equivalent experience in relevant fields such as journalism, marketing/communications, media relations, or graphic design
- Experience working with several of the following applications is highly preferred: Adobe Creative Cloud software, CRM databases, website content management, mass email software, Microsoft Office programs, workflow management software, and video & podcast editing software
- Strong copywriting, editing, layout design, and interpersonal communication skills
- Ability to adapt to the established brand voice and style guide
- Knowledge and skills in recording technology and computers
- Ability to multitask and prioritize work
- Creative attention to Village events and issues
- Independence, self-motivation and attention to details
- Ability to work both independently and collaboratively to meet deadlines
- Comfort and patience in working with a wide variety of people, skills, ages, and abilities
- High ethical standards and confidentiality in dealing with sensitive information
- Commitment to collaborative strategic planning and working as a team
- Enthusiastic problem solving and innovation, creativity and imagination

UNIQUE REQUIREMENTS (particular knowledge/skills related to client and/or agency needs)

- Commitment to serve Holden's mission of welcoming all into the wilderness to form and renew their relationships with God, the earth, and each other
- Commitment to the terms of the Staff Covenant, including: attending worship, weekly staff meetings, and participation in Village contributions of the dish team, garbology, and stoking. Each staff member agrees to read and follow Village personnel guidelines
- Staff members are expected to serve in other Village roles and projects as needed. Some examples include: first aid team, fire brigade, seasonal program events and activities, help with worship, and attendance at volunteer trainings
- All staff members are expected to engage & help all Villagers to integrate into community life
- Commitment to 1-year engagement with Holden Village